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PHOENIX - Phoenix Mayor Phil Gordon and Congressman Harry Mitchell both spoke at an Ahwatukee Bashas' grocery store on Friday morning to kick off "Buy Local Week."

Buying locally has taken on a whole new meaning in 2009, according to a news release.

With the challenges that have been facing families, and businesses, supporting the local economy has been an important method of small business survival.

Recent studies on local economies show that for every \$100 spent with a local business, \$45 remains in the surrounding community, while the same \$100 spent in a national chain retains only \$13, according to the news release.

According to Mayor Gordon, these numbers mean one thing, supporting local businesses means more jobs in Arizona.

"Today more than ever it's critically important to keep that money here because it multiplies," Gordon said.

Gordon asked that all Arizonans commit to turning to a local business for at least 33 percent of their shopping.

Congressman Mitchell also added that 73 percent of businesses in Arizona are small locally-owned businesses.

Further, local businesses are the biggest contributors to local charities.

Local First director Kimber Lanning reminds buyers, "What goes around comes around, so we should all work to keep our money where our home is."

"Buy Local Week serves as a great reminder to Arizonans of the diverse variety of local businesses we can choose to support throughout the holiday season," Lanning said. "This is the best way that each of us can contribute to a faster economic recovery."